

Sept. 1, 1908.

Selz, Schwab & Co.,

Chicago.

Gentlemen:

Our regular audit of your books has just been completed for the year ending today, September 1, 1908. It shows a slight gain in your net shipments, as against the year before; the actual figures are

Considering the gains you usually make this may seem small; but in view of business conditions during the year, you are to be congratulated; a good many concerns are less fortunate.

Harrow Hadelywhier Co



Largest makers of good shoes in the world

We close our year, September first, with a gain; the smallest, and the biggest, we ever made

TOU know what the last twelve months have been in business; a good deal like what Gen. Sherman called war. Many strong business houses have found their trade far short of the previous twelve months; many shoe manufacturers haven't done half their normal business.

We've gained; a little. Our year ending September 1, 1906, showed a gain over the previous year of \$1,890,000; the year ending September 1, 1907, showed another gain almost as good; this year we gain \$37,792.02. It seems small compared to what we have done; it's colossal compared to what others have done this year; and in view of all conditions, it's the best and biggest we ever made.

It's an evidence of more than business hustie; it proves that when people want shoes they can depend on, they want Selz'shoes; it shows that quality always counts. You'll find that it counts on your feet a good deal more positively than on our sales sheets.

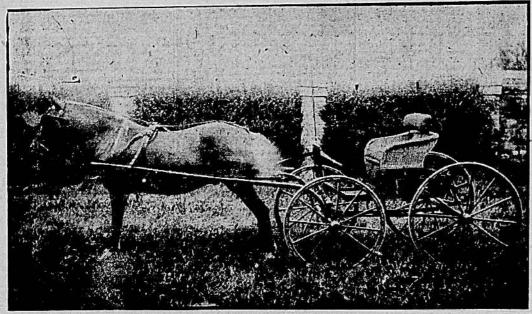
There are some things about the making of shoes you ought to know. In our best welt shoes, Royal Blue and Perfecto, we use only the best oak sole leather, many makers use hemlock leather; cheaper; doesn't wear as well. We use solid grain leather inner soles, not split; we use solid, all-leather heels, not scraps or composition; we use single piece sole leather counters, not pieced, nor pasteboard, nor stiffened canvass; first quality upper leather, not second quality, 10-ounce duck linings, instead of 6-ounce, silk thread at \$6.50 a pound, not cotton at \$1.50.

We could save in making from 20 to 30 cents a pair on these shoes, and you'd never know it to look at them; the wear shows it. We think too much of ourselves to put our name on cheapening frauds such as many good looking welt

The name Selz on a shoe has always stood for best quality; and always shall. Every pair carries with it a positive guarantee of the wearer's satisfaction, which you are invited to take full advantage of, if any pair of Selz shoes fails to satisfy you.

> When you buy shoes ask your dealer for Selz; and take no substitute. If you want the best shoe you ever set foot in get Selz Royal Blue, \$3.50, \$4.00 and \$5.00

PONY AND CART TO BE GIVEN TO THE BOY OR GIRL WINNING T.-D. CONTEST



and cart, as nice looking a little rig elegantly upholstered and artistically Lucile Beadles as you will see in a day's walk. It is painted and rubber-tired. A brand- Marie Carroll

And cart, as nice looking a little rig as you will see in a day's walk. It is as good in quality as it is elegantly uphoistered and artistically have been also as you will see in a day's walk. It is as good in quality as it is elegant in appearance.

The pony is a genite and well-man neered little fellow, not too small, but just large enough to easily do his work; healthy and sound in every way.

The cart is one of the finest traps

The cart is one of the finest traps

Our Store

Our Store

CLOSED ON MONDAY.

Labor Day

At 1 OCLOCK P. M.

C. Lumsden & Son,

Manufacturing Jewelers,

Tal MAIN STREET.

The Times-DISPATCH PONY CONTEST

I Cast One Vote

This ballot must be voted before Sapt. Sth.

William E. Special contents and control of the finest traps

of P. O. and State

This ballot must be voted before Sapt. Sth.

Right in the Centre of the Furniture District at ADAMS & BROAD.

Our New Fall Furniture Coming in Daily by the Carload



Our buyers have bought heavily because of the extraordinarily good qualities and low prices offered. Never were such good Furniture and Carpets sold at such low prices, and you're sure to find something to suit you on one of the eight floors of our mammoth building.

\$1.59 Buys a Very Light Rattan Ladies' Sewing Rocker

Extremely neat and pretty and nice enough to go into the most hand-somely furnished room.

Only One of These to a Customer

See the big handsome full roll, arm, back and seat Rattan Rocker Illustrated? Come quick and be one of the 500 wellpleased customers to get one.



Can You Tell the Difference Between a \$400 and a \$1,200 Oriental Carpet-Size Rug? No!

We have an assortment of the very best quality of American Wilton Rugs that are exact copies of Gorevans, Kemanshahs, Sarabands and other best quality Oriental Rugs, the regular price is \$75, but to thoroughly introduce them we will give you the choice of the entire lot \$55 this week at

Any one of these Rugs will positively wear through two generations.